

City of Los Angeles  
CALIFORNIA



**Sherman Oaks  
Neighborhood Council  
Outreach Committee  
Regular Meeting (Virtual)  
APPROVED Minutes**

**Tuesday, September 20th, 2022  
7:00 p.m.**

SHERMAN OAKS  
NEIGHBORHOOD  
COUNCIL

P O Box 5721  
Sherman Oaks, CA  
91413

(818) 503-2399

[www.shermanoaksnc.org](http://www.shermanoaksnc.org)

OR CONTACT  
Department of  
Neighborhood  
Empowerment linked  
through our website  
under "Resources"

**Committee Members:**

Harold Shapiro – Chair  
Kira Durbin  
Pamela Harris  
Jeffrey Hartsough  
Lindsay Imber  
Caden Kang  
Sarah Manuel  
Neal Roden

**To access the original recording of this Virtual Meeting on the Zoom Platform:**

**Click or Cut and Paste:**

[https://us02web.zoom.us/rec/play/Po\\_ANxiS75kXtGoxQbJ7r9OzwZBAB-jmayXcSAVpaNWpbPIQ0FEvINVYuplbimz43pmEnTv7e542Orki.0fql3H6oJTSXIPAr?autoplay=true](https://us02web.zoom.us/rec/play/Po_ANxiS75kXtGoxQbJ7r9OzwZBAB-jmayXcSAVpaNWpbPIQ0FEvINVYuplbimz43pmEnTv7e542Orki.0fql3H6oJTSXIPAr?autoplay=true)

**Meeting Minutes**

**1. Call to Order and Welcome**

a. Welcome & Call to Order - *The meeting was called to order at 7:10 PM and conducted by Outreach Chair Harold Shapiro*

b. Roll Call and Introductions

*Present: Jeffrey Hartsough, Lindsay Imber, Caden Kang, Sarah Manuel, Neal Roden, Harold Shapiro*

*Absent at roll call: Kira Durbin but did arrive late, Pamela Harris, (2 absent)*

*A quorum was achieved with 6 committee members present.*

**2. Administrative Actions:**

a. Approval of Prior Meeting Minutes

*A motion to approve the August 16th, 2022 – DRAFT - Regular Meeting Minutes*

*Moved by Jeffrey Hartsough, seconded by Neal Roden*

*Meeting minutes approved as presented, by unanimous roll call vote of all in*

*attendance - 6 yes - Jeffrey Hartsough, Lindsay Imber, Caden Kang, Sarah*

*Manuel, Neal Roden, and Harold Shapiro. 0 no. 0 abstentions and 2 absent during vote - Kira Durbin, Pamela Harris*

- 3. Public Official Comment:** 2 minutes each Comments by public officials in attendance  
*Ryan Ahari - Field Deputy CD4 Council Office - provided update on DOT review of utility box painting design approval process and why it is taking at least 2 to 3 months. Mentioned council session closing in honor of Candy Williams, and discussed possible future 'meet the council member and team' community event. Targeting early next year after holidays, need a venue/locations identified.*
- 4. Public Comment:** 2 minutes each Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction.  
*There were no public comments.*
- 5. Chair Report:** 10 minutes, Harold Shapiro
  - a. Digital Media/Communications policy compliance - policy takes effect October 4, 2022. *Slides reviewed: 3 steps to be prepared, Checklist. Need more committee members to complete the overview session. Links to materials will be resent to committee members*
  - b. The 2022 Los Angeles Congress of Neighborhoods - Saturday, September 24, 2022, via Zoom. Registration opened August 27th. 3rd and final session of training on best practices for implementing the new NC Digital Media Policy will take place there.
  - c. Civic U 1.0 is returning in October - 3 sessions, must attend all 3 if enrolling. *Virtual Meetings are Oct. 6, 13 and 27, training is intended for elected council members only.*
  - d. Additional trainings from DONE on NC social media (including Nextdoor) and marketing for NCs (including Canva) are planned for the future
  - e. Outreach going dark in December
- 6. Project Updates & Discussion** (45 minutes) Please see supporting documentation. 2 - minute Public Comment will be permitted for each sub-agendized item.
  - a. SONC Sherman Oaks Street Fair participation - Oct. 16th - Jeffrey Hartsough  
*Compulsory participation for all SONC BOD members. Will set up signup sheet using 2.5 hour overlapping shifts, and send email to all BOD members with link and verbiage contained in the SONC Policies & Procedures Document regarding mandatory participation. Handout items were agreed upon.*
  - b. SONC Summer Movie Series - wrap up and report on last screening - Jeffrey Hartsough  
*People had fun, turnouts were great*
  - c. SONC 20th Anniversary Celebration Event Planning - Oct. 29th - Sarah Manuel, Lindsay Imber, Pamela Harris

*Working group presented an overview of plans. Co-hosting with CD4, free movie, live performances, food trucks, face painting, bubble artists, magician, trick or treating, bounce house. Movie to start around 7:15 PM when it's dark. Pending items: movie title choice, possible costume contest, event plan form to be submitted 30 days prior to City Clerk.*

- d. 2023 Neighborhood Council Elections - Sarah Manuel - website is live  
*Working group volunteers being solicited. None to date. Big push at Street Fair. SONC should be able to seat new council members at its Uuily 2023 meeting.*
  - e. Utility Box Painting/Design - Pamela Harris - Approved artwork  
*Still hope to have box painted in time for Street Fair*
  - f. Light pole banners project to promote SONC & its 20th anniversary - Harold Shapiro - Final Artwork Proof. Discussion on which locations should be utilized.  
*Recommendations for pole locations solicited from committee members using spreadsheet provided by Gold Metropolitan Media as reference. BID is using many of the preferred poles. There is difficulty in finding poles that are available for full 1 year durations. This means that banners will need to be moved around. Plan is now to acquire 30 banners instead of 25, and to use the saved funds to cover costs of banner movements.*
  - g. A.T. & T. Visual Voicemail - Jeffrey Hartsough  
*Web corner has created a tracking system to handle workflow. Messages are being routed to Executive Committee members. Those receiving the messages indicated that they have not responded to any callers.*
  - h. In Memoriam for Candy Williams - Sarah Manuel  
*Asking SONC members to submit video testimonials. October Ziff Flyer will also contain an In Memoriam, just need someone to author it, or forward content to the newsletter editor.*
  - i. SONC website status (overview of Communications Tracking tool), Social Media Platform and Ziff Flyer - Monthly Metrics. Subscriber status, notes on how to improve email address collection at public events.  
*Metrics were not reviewed in detail the meeting, but committee members were encouraged to review them on their own. Overview of Communications Tracking System was skipped due to lateness of the hour.*
7. New Business: (5 minutes) (Public Comment will be accepted for each item discussed.)
- a. Items for consideration for next/future meeting Agenda(s)
    - i. Paid advertising on Social Media Platforms
    - ii. Bus bench branding
    - iii. Shredding Event
8. Announcements on items within the SONC Outreach Committee's jurisdiction

- a. The next SONC Outreach Committee Meeting is Tuesday October 18th, 2022, 7pm
- b. The Valley of Change - Feed Our Friend In Need event is conducted the 2nd Saturday of each Month
- c. September is Neighbor Month (September 28 is National Good Neighbor Day)
- d. September is also National Preparedness Month

**9. Adjournment** - *meeting adjourned at 10:05 PM by chairperson Harold Shapiro*

**The draft minutes have been respectfully submitted by Harold Shapiro, 10/15/2022 @ 12:33AM**